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SPEECH DELIVERED BY DeKUT VICE CHANCELLOR DURING THE LAUNCH OF THE KENYA FILM COMMISSION CINEHUB, NYERI HELD ON FRIDAY, 14TH JULY 2026, AT DEDAN KIMATHI UNIVERSITY OF TECHNOLOGY

Acknowledgements

- Hon. Joe Mucheru, EBS, Former Cabinet Secretary for the Ministry of Information, Communications and the Digital Economy of Kenya;
- Dr. Lucy Ndumba Kiogora, CECM, Department of Trade, Tourism, Culture and Cooperative Development, Nyeri County;
- Mr. Sudi Wandabusi, Chairperson, Board of Directors, Kenya Film Commission;
- Dr. James Kariuki, Council Chairman, DeKUT;
- Members of the Board, Kenya Film Commission;
- Mr. Timothy Owase, MBS, CFC CEO, Kenya Film Commission;
- Mr. Benedict Atavachi, Ag. CEO, Youth Enterprise Development Fund;
- Prof. Eddy Owaga, Deputy Vice-Chancellor, Academic Affairs and Research;
- Prof. Esther Magiri, Deputy Vice-Chancellor, Administration and Finance;
- All invited guests;
- Ladies and gentlemen;

Good morning?

1. **Opening Remarks**

It is my great pleasure to welcome you all to the launch of the Kenya Film Commission CineHub at Dedan Kimathi University of Technology. This marks an important milestone in our collaboration with the Kenya Film Commission towards strengthening film training, film culture and talent development in the country. We are pleased to host the CineHub, which will provide opportunities for skills development in the creative economy, which is very vital for youth empowerment in the country.

In collaboration with KFC, DeKUT looks forward to supporting the development of more filmmakers and creative professionals who will contribute to the growth of Kenya's film and creative industry.

2. **Appreciation to Kenya Film Commission for Film Hub**

Ladies and gentlemen,

On behalf of DeKUT, I wish to express our appreciation to the Ministry of Youth Affairs, Creative Economy and Sports and the Kenya Film Commission for their partnership and support in establishing the DeKUT–KFC Film Hub and CineHub. This is an investment in our youth, emerging creatives and the future of Kenya's creative economy, providing opportunities to develop talent, creativity, collaboration and innovation in the audiovisual industry.

We look forward to strengthening this partnership and making the Film Hub and CineHub vibrant spaces for talent development, industry collaboration, innovation and production of content that competes locally and globally.

3. **Outline the importance of the Film Hub and the CineHub**

Ladies and gentlemen,

The establishment of the Film Hub and CineHub at DeKUT is a significant milestone in the Government's commitment to leveraging technology, innovation and creativity to empower young people and drive Kenya's socio-economic development. The

initiative aligns with Kenya's ICT and Digital Agenda and the Bottom-Up Economic Transformation Agenda (BETA)**,** as well as the aspirations of Talanta Hela **to** identify, nurture, develop and monetise youth talent.

The Hub will strengthen collaboration between academia, industry and government**,** while exposing young people to the film industry, professional networks and opportunities in film, television, animation, gaming and the wider digital creative industries, through partnerships such as that with the Kenya Film Commission.

Reaffirm the University's readiness to support the Hub

Ladies and gentlemen,

As DeKUT, we reaffirm our commitment to supporting the Film Hub and CineHub and ensuring they fulfil their intended purpose. The University will provide the necessary institutional support, expertise and enabling environment to make the Hubs active platforms for talent development, innovation, skills development, research, entrepreneurship and industry collaboration.

We are committed to nurturing the next generation of filmmakers, digital content creators, animators, gamers, storytellers and creative entrepreneurs, and to helping young people transform talent into skills, skills into innovation, and innovation into sustainable enterprises. As part of the DeKUT Science and Technology Park and our wider innovation ecosystem, the Hubs will strengthen our contribution to the creative industry. We stand ready to grow this partnership and ensure that the investment delivers value to our students, the University, the creative industry and the Nation.

Regional Hub to serve Nyeri and Beyond

Ladies and gentlemen,

Since its inception, DeKUT has already made significant strides in developing talent in this area, having conducted 18 bootcamps and trained over 1,000 young people in 2D animation, 3D animation and film production. The Film Hub and CineHub

provide an opportunity to build on this foundation, scale up these efforts and reach even more young people across Nyeri and the wider region.

Our ambition is to create a strong regional talent pipeline where young people can learn, create, innovate and build careers in the growing creative economy.

4. **Theatre Creativity, Create a Movie Culture in the Region and Great Leverage for DeKUT**

Ladies and gentlemen,

For DeKUT, the Hubs provide a unique opportunity to leverage our academic, technological and creative strengths, positioning the University as a centre for innovation and creative excellence. They can also enhance the University's visibility by providing opportunities to produce and showcase quality content, tell compelling stories and attract industry partnerships and investment.

5. **Conclusion**

As I conclude, let me take this opportunity to congratulate all the participants of the recently concluded Film training programme and encourage you to take full advantage of the opportunities presented by the Film Hub and CineHub. We are living in a rapidly evolving digital world, and I urge you to equip yourselves with the technological and creative skills needed to thrive.

I encourage you to use these facilities to develop your skills, nurture your talents and turn your creativity into meaningful opportunities.

Thank you. Asanteni sana